

THE TOWNSHIP OF EWING

Municipal Complex
2 Jake Garzio Drive
Ewing, NJ 08628



Phone: (609) 883-2900
Admin. Fax: (609) 538-0729
Clerk Fax: (609) 771-0480
Web Address: www.ewingnj.org

August 27, 2019

Shreyas Gandlur
[REDACTED]

Re: OPRA Request

To Whom It May Concern:

The Ewing Township Clerk's Office received your OPRA Request on August 20, 2019. The official records custodian, Kim Macellaro, received your request on August 20, 2019. As such, the seven (7) business day deadline to respond to your request is August 29, 2019. I am satisfying your request today, Tuesday, August 27, 2019.

Your OPRA request sought access to the following:

-Copies of any contracts or memorandums of agreement signed with Ring or Flock Safety from January 1, 2018 to the date on which this request is processed.

-Any and all correspondence sent to our received from morgan@ring.com or media@ring.com from January 1, 2018 to the date on which this request is processed.

Please see the response from our Police Department.

These records are being transmitted to you via email. Pursuant to N.J.S.A. 47:1A-5.b, the cost associated with this request is zero (\$0.00).

If your request for access to a government record has been denied or unfilled within the seven (7) business days required by law, you have a right to challenge the decision by the Ewing Township Clerk's Office to deny access. At your option, you may either institute a proceeding in the Superior Court of New Jersey or file a complaint with the Government Records Council (GRC) by completing the Denial of Access Complaint Form. You may contact the GRC by toll free telephone at 866-850-0511, by mail at P.O. Box 819, Trenton, NJ 08625, by email at grc@dca.state.nj.us, or at their website at www.state.nj.us/grc. The GRC can also answer other questions about the law. All questions regarding complaints filed in Superior Court should be directed to the Court Clerk in your County.

If you should have any questions or need additional assistance, please do not hesitate to contact this office at (609)538-7609.

Respectfully,

Kim J. Macellaro, RMC, CMC
Ewing Municipal Clerk

8/20/2019

Mail - kmacellaro@ewingnj.org

Re: OPRA request

Recall 8/29/19

Shreyas Gandlur [REDACTED]

Mon 8/19/2019 8:16 PM

To: Kim Macellaro <kmacellaro@ewingnj.org>;

*Police
8/20/19*

Small tweak: please make the second bullet point " - Any and all correspondence sent to or received from morgan@ring.com or media@ring.com from January 1, 2018 to the date on which this request is processed"

On Mon, Aug 19, 2019 at 7:01 PM Shreyas Gandlur [REDACTED] wrote:
To Whom It May Concern:

Pursuant to the New Jersey Open Public Records Act, I hereby request the following records:

- Copies of any contracts or memorandums of agreement signed with Ring or Flock Safety from January 1, 2018 to the date on which this request is processed
- Any and all correspondence sent to or received from morgan@ring.com from January 1, 2018 to the date on which this request is processed

In the event that there is any personal information associated with these documents, under penalty of N.J.S.A. 2C:28-3, I certify that I have not been convicted of any indictable offense under the laws of New Jersey, any other state, or the United States.

I also request that, if appropriate, fees be waived as I believe this request is in the public interest. The documents being requested are a vital component of an ongoing journalistic investigation of partnerships between Ring/Flock and law enforcement agencies located nationwide. The materials will be made available to the general public free of charge at my website sgandlur.com. This request is made in the process of news gathering and is not for commercial usage.

In the event that fees cannot be waived, I would be grateful if you would inform me of the total charges in advance of fulfilling my request. I would prefer the request filled electronically, by e-mail attachment.

Thank you in advance for your anticipated cooperation in this matter. I look forward to receiving your response to this request within 7 business days, as the statute requires.

Best,
Shreyas Gandlur



SUBSIDY PROGRAM AGREEMENT

This Subsidy Program Agreement ("Agreement") is made and entered into as of the last signature date set forth below, by and between the Ewing Township ("City") and Ring LLC, a Delaware limited liability company ("Ring"). City and Ring are sometimes hereinafter individually referred to as "Party" and hereinafter collectively referred to as the "Parties."

RECITALS

WHEREAS, Ring produces security cameras, video doorbells and alarm systems for residential use which link smartphone users to their devices.

WHEREAS, with this technology, the homeowner has the capability to see, hear and speak to visitors through their smartphones, tablets or desktops.

WHEREAS, the City desires to collaborate with Ring to establish a subsidy program whereby City residents can purchase Ring's security cameras, video doorbells and alarm systems for use at residences within the City at a discounted price to enhance security and safety in the community.

WHEREAS, the subsidy program will be operated on a first-come-first-served basis.

WHEREAS, the subsidy program will be administered separate and apart from any other program or agreement between Ring and the City (or any agency or subdivision thereof), including, without limitation, any law enforcement agency's participation in Ring's Neighbors application.

WHEREAS, the City finds that the dedication of public funds under this Agreement will serve the safety of City residents, an issue of important public purpose.

OPERATIVE PROVISIONS

NOW, THEREFORE, in consideration of the mutual promises and covenants made by the Parties and contained herein and other consideration, the value and adequacy of which are hereby acknowledged, the Parties agree as follows:

1. **Recitals are Part of Agreement.** The preceding Recitals are part of this Agreement.
2. **Ring Obligations.** Ring agrees to do the following in furtherance of this Agreement:
 - a. Ring will collaborate with the City on the distribution and marketing of the Ring Video Doorbell 2, Ring Video Doorbell Pro, Ring Spotlight Cam Wired, Ring Spotlight Cam Battery, Ring Floodlight Cam, Ring Alarm,

Ring Spotlight Cam Solar, Ring Stick Up Cam Wired and Ring Stick Up Cam Battery (each, a "Product" and collectively, the "Products") to residents of City ("Residents").

- b. During the Subsidy Period (as defined below), Ring will directly provide 200 unique subsidy codes ("Subsidy Codes") to Residents with a \$100.00 discount off the sales price for one (1) of the Products at checkout. Each Resident is entitled to only one Subsidy Code. Each Subsidy Code may only be used once per household. Only codes sent to the resident through Ring communications channels will be valid. Subsidy Codes shall only be redeemable for Products being sold at full price, and may not be redeemed for Products that are on sale or are otherwise being offered at a discount. Subsidy Codes may not be combined with any other offer.
 - c. Ring will fulfill orders for Products when Residents provide information and payment required using the information required for Ring to complete delivery of the Product (including name, address, email address, etc.). Standard delivery shall be in accordance with Ring's then-existing shipping policies. Ring will use commercially reasonable efforts to ship the Products within three (3) business days from date the order was placed.
 - d. Ring will provide product and user support to Residents who purchase Products, including warranty for the security device(s) and, if the resident chooses to, the option to hire someone to install the device(s). These options will be provided at checkout at the user's expense.
 - e. Ring will provide marketing support and materials for City to distribute to Residents, such as brochures and flyers.
 - f. Ring shall contribute \$50.00 of the \$100.00 discount specified in section 2.b above.
 - g. Within thirty days after the end of the Subsidy Period, Ring will provide the City with an accounting statement (the "Accounting Statement") setting forth the number of Products purchased using the Subsidy Code during the Subsidy Period and such other information reasonably requested by City to enable the Parties to determine the City's required City contribution amount, as specified in Section 3.a below.
3. **City Obligations.** The City agrees to do the following in furtherance of this Agreement:
- a. Within thirty (30) days of its receipt of the Accounting Statement from Ring, City shall pay Ring an amount equal to \$50.00 of the \$100.00 discount specified in section 2.b above for the first Product sold to each

Resident household during the Subsidy Period using a Subsidy Code. No other Product is eligible for a City contribution. The maximum contribution payable by the City to Ring under this Agreement shall not exceed \$10,000 (the "Maximum Contribution").

- b. During the Subsidy Period, the City agrees to make reasonable efforts to promote the program provided in this Agreement on the City's website, social media platforms, such as Facebook and Twitter; issue press release(s), and/or have brochures and flyers available at City Hall for the public. The Parties shall agree to a joint press release to be mutually agreed upon by the Parties. The City agrees it shall not issue any press release related to the program without Ring's prior written consent. All press releases issued by the City shall be made available to the public on the City's website, social media platform, or other platform as approved by Ring.
 - c. The City shall be responsible for verifying the residency and eligibility of Residents. Notwithstanding the foregoing, in no event shall the City impose any requirements or restrictions on any Resident's use of the Products (e.g., City shall not require Residents provide recordings captured by the Products to the City or any agency or subdivision thereof, including local law enforcement), whether as part of a Resident's eligibility or otherwise.
4. **Subsidy Period.** The "Subsidy Period" shall commence on a date mutually agreed by the Parties and shall expire upon the earlier of the following:
 - a. Forty-five (45) days after the commencement of the Subsidy Period; or
 - b. The Maximum Contribution has been reached.
5. **Termination.** Each of the City and Ring reserves the right to terminate this Agreement at any time, with or without cause, upon thirty (30) days' written notice to the other party, except that where termination is due to the fault of the non-terminating party, the period of notice may be such shorter time as may be determined by the terminating party.
6. **Indemnification.**

Ring shall indemnify, defend and hold harmless the City, its officers, officials, employees and volunteers from and against any third party claims, allegations, lawsuits, proceedings, losses, liabilities, damages, judgments, settlements costs or expenses, arising out of Ring's negligence or willful misconduct in connection with performance of this Agreement.

The City shall indemnify, defend and hold harmless Ring, its officers and employees from and against any third party claims, allegations, lawsuits, proceedings, losses, liabilities, damages, judgments, settlements costs or expenses, arising out of City's negligence or willful misconduct in connection with performance of this Agreement.

7. **Limitation of Liability.** In no event will (a) either Party be liable for any loss of data, loss of profits, cost of cover or other special, incidental, consequential, indirect, punitive, exemplary or reliance damages arising from or in relation to this Agreement, however caused and regardless of theory of liability and (b) either Party's aggregate liability for damages or indemnification under this Agreement exceed the Contribution Cap.
8. **Independent Contractor.** Neither the City nor any of its employees shall have any control over the manner, mode or means by which Ring, its agents or employees, perform the services required herein, except as otherwise set forth herein. City shall have no voice in the selection, discharge, supervision or control of Ring's employees, servants, representatives or agents, or in fixing their number, compensation or hours of service. Ring shall perform all services required herein as an independent contractor of City and shall remain at all times as to City a wholly independent contractor with only such obligations as are consistent with that role. Ring shall not at any time or in any manner represent that it or any of its agents or employees are agents or employees of City. City shall not in any way or for any purpose become or be deemed to be a partner of Ring in its business or otherwise or a joint venturer or a member of any joint enterprise with Ring.
9. **Governing Law.** This Agreement shall be interpreted, construed and governed both as to validity and to performance of the parties in accordance with the laws of the State of California. Legal actions concerning any dispute, claim or matter arising out of or in relation to this Agreement shall be instituted in the Superior Court of the County of Los Angeles, State of California, or any other appropriate court in such county, and Ring covenants and agrees to submit to the personal jurisdiction of such court in the event of such action. In the event of litigation in a U.S. District Court, venue shall lie exclusively in the Central District of California, in the County of Los Angeles, State of California.
10. **Notices.** Any notice, demand, request, document, consent, approval, or communication either party desires or is required to give to the other party or any other person shall be in writing and sent by email, in the case of the City, to mflynn@ewingnj.org and in the case of Ring, to August Cziment at a@ring.com and legal@ring.com. Either party may change its email address by notifying the other party of such change.

11. **Counterparts.** This Agreement may be executed in counterparts, each of which shall be deemed to be an original, and such counterparts shall constitute one and the same instrument.
12. **Integration; Amendment.** This Agreement is the entire, complete and exclusive expression of the understanding of the Parties. It is understood that there are no oral agreements between the Parties hereto affecting this Agreement and this Agreement supersedes and cancels any and all previous negotiations, arrangements, agreements and understandings, if any, between the Parties, and none shall be used to interpret this Agreement. No amendment to or modification of this Agreement shall be valid unless made in writing and approved by Ring and by the City. The parties agree that this requirement for written modifications cannot be waived and that any attempted waiver shall be void.
13. **Assignment.** City will not assign this Agreement, in whole or in part, without Ring's prior written consent. Any attempt to assign in violation of this section is void in each instance. Ring may assign this Agreement (or any of its rights and obligations under this Agreement): (a) to any of its affiliates; or (b) in connection with any merger, consolidation, reorganization, sale of all or substantially all of its assets or any similar transaction. All the terms and conditions of this Agreement will be binding upon, will inure to the benefit of, and will be enforceable by the Parties and their respective successors and permitted assigns.
14. **Severability.** In the event that any one or more of the phrases, sentences, clauses, paragraphs, or sections contained in this Agreement shall be declared invalid or unenforceable by a valid judgment or decree of a court of competent jurisdiction, such invalidity or unenforceability shall not affect any of the remaining phrases, sentences, clauses, paragraphs, or sections of this Agreement which are hereby declared as severable and shall be interpreted to carry out the intent of the parties hereunder unless the invalid provision is so material that its invalidity deprives either party of the basic benefit of their bargain or renders this Agreement meaningless.
15. **Corporate Authority.** The persons executing this Agreement on behalf of the parties hereto warrant that (i) such party is duly organized and existing, (ii) they are duly authorized to execute and deliver this Agreement on behalf of said party, (iii) by so executing this Agreement, such party is formally bound to the provisions of this Agreement, and (iv) that entering into this Agreement does not violate any provision of any other Agreement to which said party is bound. This Agreement shall be binding upon the heirs, executors, administrators, successors and assigns of the parties.

[SIGNATURE PAGE FOLLOWS]

IN WITNESS WHEREOF, the parties hereto have executed this Agreement on the date and year first-above written.

CITY:

Ewing Township

By: 

Name: John Stemler III

Title: Chief of Police

Date:

RING:

RING LLC

By: _____

Name: Mel Tang

Title: Vice President

Date:

Address: 1523 26th Street, Santa Monica CA 90404



Neighbors by Ring
Memorandum of Understanding

This agreement is entered into this 20th day of February, 2019 by and between Ring LLC ("Ring") and Ewing Police Department ("Agency"), (collectively the "parties") and will provide Agency access to the Neighbors Portal to communicate with users of the Neighbors app ("Ring Neighbors") and encourage community engagement as we work together to make Ewing ("City") neighborhoods safer.

- ☐ Neighbors by Ring app ("Neighbors App") is a digital neighborhood watch that both law enforcement and the public may access free of charge by downloading the Neighbors App (iOS and Android).
- ☐ The Neighbors App allows users to share and comment on real time crime and safety events in their neighborhood.
- ☐ As part of the program, Agency may:
 - o Utilize the critical crime and safety events that are posted in the Neighbors App by Ring Neighbors to assist in law enforcement operations and investigations; and
 - o Post information relating to critical incidents and other incidents in the app to keep Ring Neighbors informed regarding issues in their neighborhoods.

With an understanding that a robust, active and engaged user community is essential to the immediate, sustained and ongoing success of the program, the parties agree to the following responsibilities:

Ring

- ☐ Make the Neighbors App available to City residents free of charge.
- ☐ Make the Neighbors Portal available to Agency free of charge, including ongoing support and training for Agency employees.

Agency

- ☐ Maintain appropriate access controls for Agency personnel to use the Neighbors Portal.

Press Release

The parties shall agree to a joint press release to be mutually approved by the parties. Neither party may use the other party's name, logo, or likeness in any advertising or press release without prior written approval of the other party. Notwithstanding the foregoing, Ring shall be permitted to provide in-app alerts to Ring Neighbors announcing Agency's participation in the Neighbors App.

Term

Agency's participation in the program shall commence upon Agency's acceptance of these program terms. Either party may terminate Agency's participation in the program at any time by providing 30 days' written notice to the other party; provided that in the case of material breach of this Agreement by the Agency, Ring shall only be required to provide three days' written notice to Agency.

Privacy and Terms of Use

Ring will not provide any customer personal information, including video footage, to Agency without the prior consent of the owner or properly issued legal process that complies with federal and state law, as applicable. Agency agrees to use the Neighbors Portal only as expressly authorized by Ring and only in connection with bona fide Agency work. Ring's terms of service and privacy notice, as posted on Ring.com, shall apply to all uses of the Neighbors App and, as applicable, the Neighbors Portal.

Compensation

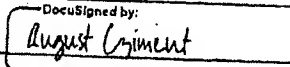
At no point shall either party receive compensation from each other as a result of this program.

Confidentiality

Unless otherwise required by law, the Parties shall not disclose the terms of this program or any information that is designated as confidential or that, given the nature of the information or the circumstances surrounding its disclosure, reasonably should be considered as confidential.

RING LLC

Date: 2/20/2019

By: 
DocuSigned by:
August Cziment
369F1A1F19C347B...

Name: August Cziment

Title: Director of Operations

Agency

EVVING POLICE DEPT

Date: 2/20/19

By: 

Name: JOHN STEMLER III

Title: CHIEF

Archived: Monday, August 26, 2019 10:23:29 AM
From: Albert Rhodes
To: Morgan@ring.com
Subject: FW: Ewing Police/ Ring Neighbors app
Importance: Normal
Attachments:
Ring Release.pdf;

From: Albert Rhodes
Sent: Wednesday, March 13, 2019 10:15 AM
Subject: Ewing Police/ Ring Neighbors app

Please see attached press release regarding Neighbors App

Lieutenant Al Rhodes #167
Ewing Police Department
Support Services Bureau
(609) 882-1313 ext. 7592



TOWNSHIP OF EWING
POLICE DEPARTMENT
2 JAKE GARZIO DRIVE
EWING, NJ 08628



JOHN P. STEMLER III
CHIEF OF POLICE

Telephone: (609) 882-1313
Fax: (609) 882-5613

For Immediate Release
March 13, 2019

Contact: Lt. Al Rhodes

Press Release

Ewing Police Department Joins ‘Neighbors’ by Ring to Provide Users with Real-Time, Local Crime and Safety Information

Neighbors aims to reduce crime in neighborhoods by connecting people, security cameras and law enforcement.

Ewing, NJ – March 13, 2019 – The Ewing Police Department today announced that it is joining the Neighbors app by Ring (available via iOS/Android here: <http://download.ring.com/ewing>) to provide the Ewing Township community with real-time, local crime and safety information. The Neighbors network already has millions of users and has been instrumental in catching package thieves, stopping burglaries, and keeping neighborhoods safe.

Residents can download the free Neighbors app, join their neighborhood, and use the app to: monitor neighborhood activity; share crime and safety-related videos, photos and text-based posts; and receive real-time safety alerts from their neighbors, local law enforcement and the Ring team.

“The Ewing Police Department is excited about joining with Neighbors by Ring in making our community a safer place to live. Any program that assists the department and community with real time information sharing will be beneficial in combatting crime” -Chief John Stemler, Ewing Police Department.

Jamie Siminoff, Chief Inventor and Founder of Ring, said: “We’re excited to have the Ewing Police Department join Neighbors to keep their community up-to-date on local crime and safety information. Over the past few years we have learned that, when neighbors, the Ring team and law enforcement all work together, we can create safer communities. Neighbors is meant to facilitate real-time communication between these groups, while maintaining neighbor privacy first and foremost. By bringing security to every neighbor with the free Neighbors app, the Ewing Township community can stay on top of crime and safety alerts as they happen.”

How It Works

- Download the Neighbors app on iOS and Android here: : <http://download.ring.com/ewing> or by texting ‘Ewingtwp’ to 555888 from your smartphone.
- Opt-in to join your neighborhood.
- Customize the geographic area you want to receive notifications for (users must verify where they are located and cannot participate in other neighborhoods).
- Receive real-time alerts from your neighbors, local law enforcement and the Ring team that inform of crime and safety alerts as they happen.
- View local crime and safety posts via a live feed or interactive map.
- Share text updates, photos and videos taken on any device, including Ring’s home security devices.
- Work with your community to make neighborhoods safer.

About Neighbors

Neighbors is a neighborhood watch app that provides real-time, local crime and safety information. Download the free Neighbors app (iOS/Android), join your neighborhood, and use the app to: monitor neighborhood activity; share crime and safety-related videos, photos and text-based posts; and receive real-time safety alerts from your neighbors, local law enforcement and the Ring team. Download Neighbors (iOS/Android) today to join your digital neighborhood watch. For more information visit www.ring.com/neighbors.

About Ring

Ring's mission is to reduce crime in neighborhoods by creating a Ring of Security around homes and communities. Ring is an Amazon company. The Ring [product line](#), along with [Neighbors](#) by Ring, enable Ring to offer affordable, whole-home and neighborhood security devices and services. In fact, one Los Angeles neighborhood saw a [55 percent](#) decrease in home break-ins after Ring Doorbells were installed on just ten percent of homes. For more information, visit www.ring.com. With Ring, you're always home.

###

Ewing Police Department Media Contact

Lt. Al Rhodes

Support Services

Arhodes@ewingnj.org

(609) 882-1313 ext. 7592

Neighbors Media Contact

Morgan Culbertson

Public Relations Coordinator, Neighbors by Ring

Morgan@ring.com

M: 805.822.9694

Archived: Monday, August 26, 2019 10:23:24 AM

From: Morgan Culbertson

Sent: Wed, 13 Mar 2019 15:32:11 +0000Received: from BL2PR09CA0057.namprd09.prod.outlook.com (2a01:111:e400:c744::25) by MN2PR09MB3567.namprd09.prod.outlook.com (2603:10b6:2083e::11) with Microsoft SMTP Server (version=TLS1_2, cipher=TLS_ECDHE_RSA_WITH_AES_256_GCM_SHA384) id 15.20.1709.13; Wed, 13 Mar 2019 15:32:09 +0000Received: from DM2GCC01FT009.eop

To: Albert Rhodes

Cc: Media; Anthony Modestine

Subject: [Final Press Release] FW: Ewing Police (NJ) / Ring Neighbors app

Importance: Normal

Excellent! Thank you Lt. Rhodes.

Flagging this for our media team, please keep us posted on any inquiries regarding this and we will be sure to do the same.

Excited to be working with you! Please let Anthony and I know anything we can do to support in terms of PR and hype your work on portal to the public moving forward.

Best,

Morgan

Morgan Culbertson, Public Relations Coordinator - Neighbors

Morgan@ring.com

m: 805.822.9694

CBS Miami: [New Technology-Based Security System Replacing Neighborhood Crime Watch](#)

FOX 11: [Green Bay Police partners with new app for "digital neighborhood watch"](#)

KENS5: ['Neighbors' app helps curb community crime](#)

On Wed, Mar 13, 2019 at 10:37 AM Albert Rhodes <arhodes@ewingnj.org> wrote:

From: Albert Rhodes

Sent: Wednesday, March 13, 2019 10:32 AM

To: 'Morgan@ring.com' <Morgan@ring.com>

Subject: FW: Ewing Police/ Ring Neighbors app

From: Albert Rhodes

Sent: Wednesday, March 13, 2019 10:15 AM

Subject: Ewing Police/ Ring Neighbors app

Please see attached press release regarding Neighbors App

Lieutenant Al Rhodes #167

Ewing Police Department

Support Services Bureau

(609) 882-1313 ext. 7592

Archived: Monday, August 26, 2019 10:23:38 AM

From: Stacey Cooke

Sent: Thu, 2 May 2019 21:18:33 +0000Received: from MWHPR09CA0017.namprd09.prod.outlook.com (2603:10b6:300:80::27) by BYAPR09MB3608.namprd09.prod.outlook.com (2603:10b6:a03:110::19) with Microsoft SMTP Server (version=TLS1_2, cipher=TLS_ECDHE_RSA_WITH_AES_256_GCM_SHA384) id 15.20.1856.10; Thu, 2 May 2019 21:18:31 +0000Received: from DM2GCC01FT003.eop

To: Michael Flynn; Media; Kaleigh Bueckert-Orme

Subject: press release for Ewing Event

Importance: Normal

Hi Mike,

Great chatting this morning. We're excited for the Ring event on the 14th. If you could please take a look at the attached press release template and fill it out, that would be great. Kaleigh, copied, will approve this. Ideally, we would like this to go out on May 7th or 8th.

Thanks,

--

Stacey Cooke

Events Manager
stacey.cooke@ring.com
410-591-8238

ring

1523 26th St.
Santa Monica, CA 90404
www.ring.com



[Download the Neighbors App.](#)
Join the new neighborhood watch.

<https://abc7.com/community-events/lynwood-residents-offered-discounted-ring-security-devices/4527874/>

Archived: Monday, August 26, 2019 10:25:28 AM

From: Kaleigh Bueckert-Orme

Sent: Thu, 2 May 2019 21:41:34 +0000Received: from BL2PR09CA0051.namprd09.prod.outlook.com (2a01:111:e400:c744::19) by BN8PR09MB3601.namprd09.prod.outlook.com (2603:10b6:408:a8::11) with Microsoft SMTP Server (version=TLS1_2, cipher=TLS_ECDHE_RSA_WITH_AES_256_GCM_SHA384) id 15.20.1835.13; Thu, 2 May 2019 21:41:32 +0000Received: from CY1GCC01FT003.eop

To: Stacey Cooke

Cc: Michael Flynn; Media

Subject: Re: press release for Ewing Event

Importance: Normal

Attachments:

Subsidy Event Launch + Program Announcement_PRESS RELEASE TEMPLATE_3.28.19 (1).docx;

Hi Mike,

See attached for press release template. Let us know if you have any questions!

Thanks,
Kaleigh

On Thu, May 2, 2019 at 2:18 PM Stacey Cooke <stacey.cooke@ring.com> wrote:

Hi Mike,

Great chatting this morning. We're excited for the Ring event on the 14th. If you could please take a look at the attached press release template and fill it out, that would be great. Kaleigh, copied, will approve this. Ideally, we would like this to go out on May 7th or 8th.

Thanks,

--

Stacey Cooke

Events Manager
stacey.cooke@ring.com
410-591-8238

ring

1523 26th St.
Santa Monica, CA 90404
www.ring.com



[Download the Neighbors App.](#)
Join the new neighborhood watch.

<https://abc7.com/community-events/lynwood-residents-offered-discounted-ring-security-devices/4527874/>

--

Kaleigh Bueckert-Orme

PR Coordinator
kaleigh@ring.com

ring

1523 26th St.
Santa Monica, CA 90404
www.ring.com



[Download the Neighbors App.](#)
Join the new neighborhood watch.

Media Advisory: [CITY] and 'Ring' Invite Residents to Launch Event for Subsidy Program – [EVENT DATE]

Initiative aims to reduce crime in neighborhoods by investing in affordable and effective smart home security for residents

[CITY, STATE] – [RELEASE DATE] – [CITY] today announced its partnership with [Ring](#) and details for the upcoming launch of a joint subsidy program that will provide discounts for local residents who wish to purchase select home security devices. With funds approved by the city along with matching funds from Ring, the \$[TOTAL \$] program will enable [# of CODES AVAIL] verified [CITY] residents to receive a \$[DISCOUNT] discount code to use towards the purchase select Ring security devices. The subsidy program will kick off with a launch event on [EVENT DATE] at the [EVENT LOCATION] where eligible residents may attend in-person and participate in the program on a first-come, first-served basis.

WHAT: Ring Subsidy Program Launch Event

WHEN: [EVENT DATE] from [EVENT START – END TIME]

WHERE: [EVENT LOCATION] [EVENT ADDRESS]

WHO: Representatives from Ring & [CITY] invite local residents to join them for a launch event for the new subsidy program with opportunities to;

- Register for the subsidy program (registrants must be [CITY] resident with a valid form of ID & copy of a utility bill to register).
- Learn more about Ring security devices, ask questions & purchase products on-site.
- Purchase eligible devices and select accessories on-site.

Residents are encouraged to review full program details included below and refer to eligible product details, FAQs and other information available on [Ring's website](#) prior to attending the launch event.

Residents will not have the option to RSVP in advance and are encouraged to arrive early and prepared via the instructions below.

For questions about the Ring subsidy program, please email [CITY PROGRAM EMAIL].

###

About the Subsidy Program

The subsidy program will incentivize the purchase of Ring Video Doorbells and Ring security devices that connect to a user's mobile device via the free Ring app ([iOS/Android](#)). Residents are then notified when the device's motion sensor is activated or if someone rings their Doorbell; they can also choose to view the camera's live video feed at any time. Optional video subscription services are available for purchase to residents who want to save their Ring recordings to view or share them at a later time.

[CITY] Program Details and How to Participate

- The subsidy program will open to [CITY] residents who attend the kick-off event with proper documentation from [EVENT DATE] from [EVENT START – END TIME]

- Residents must attend the kick-off event in person and provide a valid form of Government ID and a copy of a utility bill in order to verify residency and receive their subsidy discount info on a first-come, first-served basis.
- Discounts will be provided to confirmed residents and applied by a Ring team member at checkout towards the purchase of eligible Ring products at the event. Only credit card purchases will be accepted, no cash or checks.
- [CITY] residents will have the opportunity to purchase the following devices with a [\$ DISCOUNT] off the retail price:
 - Video Doorbell 2
 - Video Doorbell Pro
 - Spotlight Cam Solar
 - Spotlight Cam Battery
 - Spotlight Cam Wired
 - Floodlight Cam
 - Stick-Up Cam Battery
 - Stick-Up Cam Wired
 - Ring Alarm Security Kit (5-Piece)
- Ring is also offering \$30 off additional security devices with a maximum of two (2) per household, and 20% off accessories. Visit [Ring's website](#) for product descriptions and specifications.
- Residents will also need to pay an additional subscription fee if they would like to save device footage or sign-up for the alarm monitoring service. For more information about Ring's products, please visit [Ring.com/products](#).
- If the subsidy does not sell out during the kick-off event, the City will post an application form to their website allowing other residents to participate until the program funding limit has been reached.
- Eligible residents will be sent a set of codes redeemable only on Ring.com at 3pm PT daily Monday-Friday, excluding holidays.

About [CITY]

[[CITY] Boilerplate]

About Ring

Ring's mission is to reduce crime in neighborhoods by creating a Ring of Security around homes and communities with its suite of home security products. The Ring [product line](#), along with the Ring [Neighbors](#) app, enable Ring to offer affordable, complete, proactive home and neighborhood security in a way no other company has before. In fact, one Los Angeles neighborhood saw a [55 percent decrease](#) in home break-ins after Ring Doorbells were installed on just ten percent of homes. Ring is an Amazon company. For more information, visit [www.ring.com](#). With Ring, you're always home.

City Media Contact

[Name]

[Title]

****Subsidy Program Press Release Template - Online-only Launch****
****INTERNAL USE ONLY UNTIL CITY & RING APPROVED****

[Phone]

[Email]

Ring Media Contact

Kaleigh Bueckert-Orme

Public Relations Coordinator, Ring

Media@ring.com

Archived: Monday, August 26, 2019 10:23:44 AM

From: Morgan Culbertson

Sent: Wed, 13 Mar 2019 05:28:01 +0000Received: from DM5PR09CA0016.namprd09.prod.outlook.com (2603:10b6:4::26) by BN8PR09MB3554.namprd09.prod.outlook.com (2603:10b6:408:a6::21) with Microsoft SMTP Server (version=TLS1_2, cipher=TLS_ECDHE_RSA_WITH_AES_256_GCM_SHA384) id 15.20.1709.13; Wed, 13 Mar 2019 05:27:58 +0000Received: from DM2GCC01FT007.eop

To: Albert Rhodes

Cc: Larry Cabell; Anthony Modestine; Media

Subject: Re: Ewing Twp PD(NJ) PR Intro / Materials Email

Importance: Normal

Attachments:

DRAFT RELEASE_Ewing Twp PD (NJ) Joins Neighbors by Ring.MC Edits.docx;

Hi Lt. Rhodes,

Appreciate your patience here!

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Best,

Morgan

Morgan Culbertson, Public Relations Coordinator - Neighbors

Morgan@ring.com

m: 805.822.9694

CBS Miami: [New Technology-Based Security System Replacing Neighborhood Crime Watch](#)

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From: Anthony Modestine <anthony.modestine@ring.com>

Sent: Friday, March 08, 2019 12:56 PM

To: Albert Rhodes <arhodes@ewingnj.org>; Larry Cabell <lcabell@ewingnj.org>; Morgan Culbertson <morgan.culbertson@ring.com>

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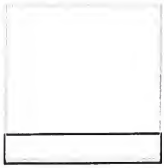
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Neighborhood's Account Manager



1200 Atwater Dr Ste 225

Malvern, PA 19355

Anthony.Modestine@ring.com

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Shark Tank: [Shark Tank's Biggest Company](#) (password: ring)

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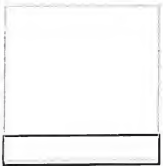
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Ewing Police Department Joins 'Neighbors' by Ring to Provide Users with Real-Time, Local Crime and Safety Information

Neighbors aims to reduce crime in neighborhoods by connecting people, security cameras and law enforcement.

Ewing, NJ – March 12, 2019 – The Ewing Police Department today announced that it is joining the Neighbors app by Ring (available via iOS/Android here:–: <http://download.ring.com/ewing>) to provide the Ewing Township community with real-time, local crime and safety information. The Neighbors network already has millions of users and has been instrumental in catching package thieves, stopping burglaries, and keeping neighborhoods safe.

Residents can download the free Neighbors app, join their neighborhood, and use the app to: monitor neighborhood activity; share crime and safety-related videos, photos and text-based posts; and receive real-time safety alerts from their neighbors, local law enforcement and the Ring team.

—“The Ewing Police Department is excited about joining with Neighbors by Ring in making our community a safer place to live. ~~Security Cameras have been proven to be essential in deterring crime, and surveillance systems have assisted in closing cases that may have otherwise gone unsolved.~~ Any program that assists the department and community with real time information sharing will be beneficial in combatting crime” -Chief John Stemler, Ewing Police Department.

Jamie Siminoff, Chief Inventor and Founder of Ring, said: “We’re excited to have the Ewing Police Department join Neighbors to keep their community up-to-date on local crime and safety information. Over the past few years we have learned that, when neighbors, the Ring team and law enforcement all work together, we can create safer communities. Neighbors is meant to facilitate real-time communication between these groups, while maintaining neighbor privacy first and foremost. By bringing security to every neighbor with the free Neighbors app, the Ewing Township community can stay on top of crime and safety alerts as they happen.”

How It Works

- Download the Neighbors app on iOS and Android here: : <http://download.ring.com/ewing> or by texting ‘Ewingtpw’ to 555888 from your smartphone.
- Opt-in to join your neighborhood.
- Customize the geographic area you want to receive notifications for (users must verify where they are located and cannot participate in other neighborhoods).
- Receive real-time alerts from your neighbors, local law enforcement and the Ring team that inform of crime and safety alerts as they happen.
- View local crime and safety posts via a live feed or interactive map.
- Share text updates, photos and videos taken on any device, including Ring’s home security devices.
- Work with your community to make neighborhoods safer.

About Neighbors

Neighbors is a neighborhood watch app that provides real-time, local crime and safety information. Download the free Neighbors app (iOS/Android), join your neighborhood, and use the app to: monitor neighborhood activity; share crime and safety-related videos, photos and text-based posts; and receive real-time safety alerts from your neighbors, local law enforcement and the Ring team. Download

****Agency Press Release Template****
****INTERNAL USE ONLY UNTIL APPROVED****

Neighbors (iOS/Android) today to join your digital neighborhood watch. For more information visit www.ring.com/neighbors.

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Ewing Police Department Media Contact

Lt. Al Rhodes

Support Services

Arhodes@ewingnj.org

(609) 882-1313 ext. 7592

Neighbors Media Contact

Morgan Culbertson

Public Relations Coordinator, Neighbors by Ring

Morgan@ring.com

M: 805.822.9694

****INTERNAL USE ONLY UNTIL APPROVED****

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From: Albert Rhodes

Sent: Wed, 13 Mar 2019 12:23:33 +0000Received: from BL0PR0901MB3284.namprd09.prod.outlook.com (20.177.243.219) by SN6PR09MB2750.namprd09.prod.outlook.com (52.135.89.32) with Microsoft SMTP Server (version=TLS1_2, cipher=TLS_ECDHE_RSA_WITH_AES_256_GCM_SHA384) id 15.20.1686.19; Wed, 13 Mar 2019 12:23:33 +0000Authentication

To: Morgan@ring.com

Cc: Larry Cabell; Anthony Modestine; Media; Michael Flynn

Subject: RE: Ewing Twp PD(NJ) PR Intro / Materials Email

Importance: Normal

Thanks.Â We will be putting it up on facebook/ twitter/ website and sending the press release out today.

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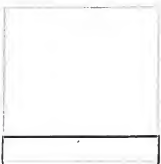
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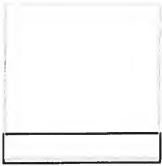
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